

Case Study - Key Industrial

Key Industrial

Part of the Manutan Group, Key Industrial Equipment was established in 1973. Key's objective remains as it has for over 30 years. Beginning with speed of response for a quotation, through telephone response time from their contact centre, to delivery of goods to the customer's doorstep, Key is committed to 100% customer satisfaction.

The Manutan Group's business is based on a unique concept, which is to bring together in a single catalogue a wide range of high quality items at the most attractive prices to meet the requirements of businesses and local authorities. Currently, the group consists of some 23 companies located within 20 European countries. In all, the Group offers over 200,000 products on the European market. The Group's offering covers all aspects of corporate life, including materials handling, lifting, storage, furniture and office and workshop supplies. It also covers all equipment, tools and products for production, maintenance, safety, quality-control and shipping departments and it supplemented by an array of services such as guarantees, assembly, returns and exchanges, customization and e-procurement.

The Challenge

For luxury boat builder, Sunseeker, Key operate a Vendor Managed Inventory (VMI) solution. Under this arrangement, Key delivers and manages stores at Sunseeker but inventory in these stores remains the property of Key until drawn out by Sunseeker staff. The customer benefits from accessible on-site stores with stock levels managed by a third party at no cost, whilst Key retains a committed and long-term client.

Obviously, this arrangement depends upon consistent and regular reports so that both parties remain aware of the trading position. Historically, VMI reports were produced from a spreadsheet system developed in-house with data held in Microsoft Access 2000. Key Industrial recognised this approach was reaching end of life. Paul McFarlane, Key's IT Manager says, "VMI is really important us in delivering our service objectives to

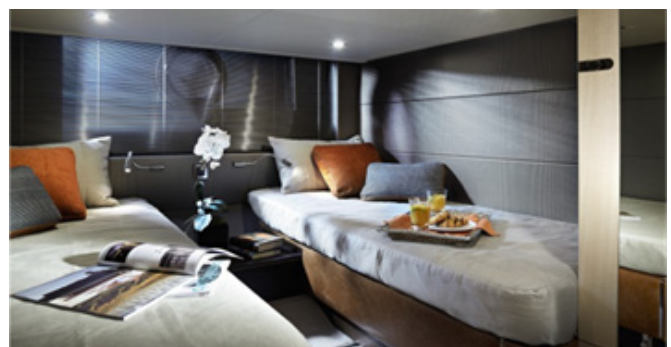
our major clients and the existing reporting technology was creaking at the seams. We needed to update our daily reports but also to deliver better and more up to date information to both the client and to our relationship managers. It was obvious that the existing technology just wasn't going to be able to cope".

The Solution

McFarlane consulted entrustIT, hoping to identify a future proof solution that would provide the information needs of both the customer and the account team, that could be delivered to the client via a modern user-friendly interface and yet one which would require no additional infrastructure investment from Key. Finally of course, it was vital that the existing flow of spreadsheets was never interrupted.

entrustIT's solution was to re-develop the database application in Microsoft SQL Server, replacing the spreadsheet system with a range of reports in Microsoft Reporting Services. Then with consumption reports in place, they implemented a Business Intelligence solution using Microsoft's OLAP engine, SQL Server Analysis Services, in combination with Panorama Software's NovaView OLAP client software. This combination puts powerful and intuitive, graphical information analysis functions capability in the hands of end users.

"Using this toolset", McFarlane points out; "we can deliver much more value than static reports. We can begin to look at trends and seasonal effects for example that should enable us to be proactive in servicing our client's needs."



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The whole solution is hosted by entrustIT and requires only a browser. Says McFarlane, "This is perfect for our needs, it means we can deliver a critical solution on reliable enterprise class infrastructure, without having to make a capital investment ourselves."

Jeff Dodd, Managing Director at entrustIT comments "secure, reliable and responsive hosting facilities are at the core of everything that we do. Our Hosted Application service is designed to be completely flexible, so for the times when something a little more specialised is required we can deliver an almost limitless range of solutions."

"entrustIT are a cost effective, trusted partner whose Microsoft skills are second to none" says McFarlane, "they are our first choice for IT and I'm sure our partnership with them will continue for many years".



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